Mobile ready Hero Images

Lessons learned & reflections to share

Malin Gustavsson, Head of Business Services Validoo/GS1 Sweden & Jonas Åkermark, Senior Ecommerce Activation Manager, Essity
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Validoo MediaStore

enables our customers to create and share standardized product images for all sales channels

- 60 Recipients
- 1010 Manufactures
- 120 000 Images
- 30% CGI
- New Hero
Pilot: Mobile Hero Ready Images

Objective: to help brand owners and retailers by establishing common guidelines mobile hero images

Goal: Define the minimum set of guidelines that brand owners and retailers can follow to achieve consistency in creating, sharing and displaying hero images

Reference group: Ica, Coop & Mathem (retailers) Essity, Carlsberg, Di Luca, Orcla Foods, Dr Oetker & Unilever
Reflections of usage Cambridge model

Remove unreadable information from image
Improve legibility of key information on pack
Remove icons like “Fair trade”- yes if retailers show the icon in their web shop

Squarish, use full canvas – suitable for other package type if cropped, not only 2D, Package type/form is important

Addition of variation information in graphical devices like banners – mixed opinions among users, more noise?
Mobile Hero
Online
Optimized
Pack shots
@ Essity
Hero packshot initiatives @ Essity
Some examples of Mobile Hero Online Optimized Packshots we have done

Edet toilet paper
- Pilot project together with Validoo
- High realism, based on Cambridge study

Libero Touch diapers
- Cooperation with local Swedish agency
- Inspired by Cambridge, focus on category specific elements

TENA monthlies incontinence care
- Dedicated online assortment @ Amazon
- Medium realism, neutral pack coloring makes elements stand out

Plenty household paper in UK
- Our most refined CGI hero image so far
- Lowest realism, hero image that should really stand out
Internal Essity commercial content guidebook

EXAMPLE: HERO-MAIN PACKSHOT

Optimal

Removal of small prints

Show how many roles are inside the pack visible

Bigger claim

FROM GOOD TO BETTER:

Shopper relevancy!
Consider cleaning the packshot & stressing important elements of hero SKUs in order to point out the most relevant information for the shopper.

Bigger & bolder product name
Removed small text (text)
The challenge

To agree on a common standard for all manufacturers and retailers + deliver the optimal online shopper experience
# The lack of standard for Hero Images

Without a standard some issues are…

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<thead>
<tr>
<th>Situation</th>
<th>Consequence</th>
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<tbody>
<tr>
<td>All manufacturers takes a different approach</td>
<td>Retailers will end up with a potpourri of different kind of images. Will negatively impact the online shopper experience</td>
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<td>Different manufacturers will approach retailers with different assets and in different ways</td>
<td>Some retailers are resistant to the initiative since there isn’t a standard in place</td>
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<td>No guidance or standard for where elements in image should be placed</td>
<td>Without standard all retailers will have a different approach on where on top stickers will be placed</td>
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<td>No guidance on which elements to include in hero images</td>
<td>Challenge to find right balance of information to address new vs loyal shoppers</td>
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<td>We don’t know how to deal with languages</td>
<td>Confusion about if we should have English across all markets or should localize</td>
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Reflections – key takeaways

- Brand, variant, format and size should be highlighted
- Icons – 3rd party logos e.g. Fair trade, enhanced in image or out of image in web shop, both?
- Identification Mobile Hero images vs Packshots (M2M & UI)

Which guidelines need to be harmonized and to what level? Keep it simple!
Contact Information

Malin Gustavsson
Validoo/GS1 Sweden
+46 8 50 10 10 00
malin.gustavsson@gs1.se

Jonas Åkermark
Essity (former SCA)
+46 709 99 22 66
jonas.akерmark@essity.com

www.gs1.se | www.validoo.se
www.essity.com